ORDER

Orders	Order / Rev:	104412		
	Alt Order#:	06832077		
	Product Desc:	HELLER FOR SENATE		
	Estimate:			KSNV
	Flight Dates:	09/05/12 - 09/11/12	Primary AE:	Amy McCreary
	Original Date / Rev:	07/18/12 / 08/30/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
gency	Name:	Strategic Media Services, Inc.		
	Buying Contact:	<u> </u>	Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
		and the second s	1	
dvertiser	Name:	Heller Dean for U.S. Senate — Q	use	
	Demographic:	A35÷	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	

BI	Ш	PI	an

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	81	\$43,625.00	\$37;081.25

Totals	
Month	

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	81	\$43,625.00	\$37,081.25	0.00
Totals	81	\$43,625,00	\$37 081 25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	29%	\$43,625.00
Market	100%	\$150 431 03

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$39,112.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$27,077.59
KTUD	1%	\$1,504.31
KVVU	24%	\$36,103.45
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,008.62

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Ler	Spots	Rate Pri	Rtg Type	Spots	Amount
Ī	E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/v	MgsV	5-6a	WTF	:3	30 3	\$185.002	0.00 NM	3	\$555,00
					M-F 5-6a WakeUp w/\	Vagners								
		NEWS										1		
		<u>Star</u>	t Date	End Date	Weekdays Spo	ts/Week	Rate	Rating						
	W	eek: 09/0	03/12	09/09/12	WTF	3	\$185.00	0.00						

KSNV

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Order / Rev:

104412

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832077

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/05/12 - 09/11/12

Estimate:

Ln Ch	Start	End	Inventory Code	Prook	Ctort/End T	ima Dava	lan Co	_4_	Dete Dei	D4 T	0	5
		2 09/07/12	Inventory Code		Start/End T		Len Sp			Rtg Type		Amount
E 1 KSNV NEWS	09/05/1	2 09/07/12	M-F 5-6a WakeU M-F 5-6a WakeU	•	5-6a	WTF	:30	3	\$185.002	0.00 NM	3	\$555.00
	<u>t Date</u>	End Date 09/09/12	<u>Weekdays</u> WTF	Spots/Week	<u>Rate</u> \$185.00	Rating 0.00						
			M-F 5-6a WakeU	MgsW/w q	5-6a	M	:30	2	\$185.002	0.00 NM	2	\$370.00
NEWS			M-F 5-6a WakeU	p w/Wagners								
<u>Sta</u> Week: 09/	<u>rt Date</u> 10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$185.00	Rating 0.00						
E 3 KSNV NEWS	09/10/1	2 09/10/12	M-F 6-7a WakeU M-F 6-7a WakeU		6-7a	M	:30	2	\$450.002	0.00 NM	2	\$900.00
	rt <u>Date</u> 10/12	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00						
lea			M-F 6-7a WakeU M-F 6-7a WakeU	p w/Wa@M	6-7a	WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
	rt Date	End Date 09/09/12	<u>Weekdays</u> wTF	Spots/Week 3	<u>Rate</u> \$450.00	Rating 0.00						
Participation of the Control of the			Today Show	CM	658a-9am	WTF	:30	3	\$550.002	0.00 NM	3	\$1,650.00
TODAY			Today Show									
Sta Week: 09/	<u>rt Date</u> 03/12	End Date 09/09/12	<u>Weekdays</u> ~-WTF	Spots/Week 3	<u>Rate</u> \$550.00	Rating 0.00						
E 6 KSNV	09/10/1	2 09/10/12	Today Show Today Show	СМ	658a-9am	М	:30	2	\$550.002	0.00 NM	2	\$1,100.00
TODAY Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	M	2	\$550.00	0.00						
E 8 KSNV TODAY		2 09/07/12	M-F Today Show M-F Today Show		9-10a	W-F	:30	2	\$200.002	0.00 NM	2	\$400.00
<u>Sta</u> Week: 09/	<u>rt Date</u> 03/12	End Date 09/09/12	<u>Weekdays</u> W-F	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00						
		2 09/07/12	M-F Today Show Today 4th Hour	III 4th 15M	10am-11am	WTF	:30	3	\$200.002	0.00 NM	3	\$600.00
TODAY <u>Sta</u>		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	03/12	09/09/12	WTF	3	\$200.00	0.00					ł	
		2 09/10/12	M-F Today Show Today 4th Hour	III 4th KBM	10am-11am	M	:30	2	\$200.002	0.00 NM	2	\$400.00
TODAY <u>Sta</u>	III <u>rt Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/ E 11 KSNV		09/16/12	M Noon News	2 CM	\$200.00 12-1230pm	0.00 M	- :30	2	\$275.002	0.00 NM	2	¢==0.00
NEWS	00/10/1	12 00/10/12	Noon News	OW	- 12-1230pm	 	.30	2	\$275.UUZ	U.UU MIVI	2	\$550.00
	rt Date 10/12	End Date 09/16/12	Weekdays M	Spots/Week		Rating 0.00					:	
E12 KSNV				CM	12-1230pm	WTF	:30	3	\$275.002	0.00 NM	3	\$825.00
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/	03/12	09/09/12	WTF	3	\$275.00	0.00				<u>-</u>		
E 13 KSNV	U9/Q5/1	12 09/07/12	Dr. Phil Dr Phil	CM	3-4p	WTF	- :30	3	\$300.002	0.00 NM	3	\$900.00
	rt Date	End Date	Weekdays	Spots/Week		Rating						
Week: 09/ E14 KSNV		09/09/12	WTF	3	\$300.00	0.00	.00		0000 00C	0.00 111	_	4000 00
C 14 KONV	09/10/	12 09/10/12		CM	3-4p	M	- :30	2	\$300.002	0.00 NM	2	\$600.00

KSNV

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Order / Rev:

104412

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

06832077

09/05/12 - 09/11/12

Product Desc:

HELLER FOR SENATE

Estimate:

Ln Ch Start Inventory Code End Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount Dr. Phil Dr Phil PHIL. Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 M-----\$300.00 0.00 E15 KSNV 09/10/12 09/10/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm M-----:30 \$350,002 2 0.00 NM \$700.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating M----Week: 09/10/12 09/16/12 \$350.00 0.00 E 16 KSNV 09/05/12 09/07/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm \$350.002 --WTF--:30 3 0.00 NM 3 \$1,050.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/03/12 09/09/12 --WTF--\$350.00 0.00 E 17 KSNV 09/05/12 09/07/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm ---TF--:30 \$450.002 0.00 NM \$900.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** End Date Start Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 --TF--\$450.00 0.00E 18 KSNV 09/10/12 09/10/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm M-----:30 2 \$450.002 0.00 NM 2 \$900.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating 09/16/12 Week: 09/10/12 M----0.00 \$450.00 M-F Early News E 19 KSNV 09/10/12 09/10/12 CM 5-630p :30 M----\$725.002 0.00 NM 2 \$1,450.00 M-F Early News NEWS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 \$725.00 E 20 KSNV 09/05/12 09/07/12 M-F Early News CM 5-630p ---TF--:30 \$725.002 0.00 NM 6 \$4.350.00 M-F Early News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---TF--\$725.00 0.00M-F Jeopardy E21 KSNV 09/10/12 09/10/12 CM 630-7pm M-:30 \$725.002 0.00 NM 2 \$1,450.00 M-F Jeopardy JEP Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 M----\$725.00 0.00 M-F Jeopardy E22 KSNV 09/05/12 09/07/12 CM 630-7pm ---TF--:30 \$725,002 0.00 NM 2 \$1,450.00 M-F Jeopardy **JEP** Start Date End Date Weekdays Spots/Week Rate Rating ---TF--Week: 09/03/12 09/09/12 \$725.00 0.00E 23 KSNV 09/05/12 09/07/12 M-F Wheel 7-730pm CM ---TF--:30 \$725.002 0.00 NM \$1,450.00 M-F Wheel of Fortune WHEEL Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 09/03/12 09/09/12 --TF--\$725.00 0.00 E 24 KSNV 09/10/12 09/10/12 M-F Wheel 7-730pm M----:30 2 \$725.002 0.00 NM 2 \$1,450.00 M-F Wheel of Fortune WHEEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 \$725.00 0.00 E 25 KSNV Face to Face w/ RalstonCM 09/10/12 09/10/12 730-758pm M----:30 2 \$400.002 0.00 NM 2 \$800.00 Face to Face w/ J.Ralston. **FACE** Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 09/10/12 09/16/12 \$400.00 0.00E 26 KSNV 09/05/12 09/07/12 CM 730-758pm ---TF--:30 \$400.002 0.00 NM 2 \$800.00

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Order / Rev:

104412

06832077

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Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

09/05/12 - 09/11/12

Product Desc: HELLER FO

Estimate:

HELLER FOR SENATE KSNV

k Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Face to Face w/ F		- 1							
FACE	L Data	End Dete	Manhalasa	C = -4- AAI1-	D (-	D. ()						
Week: 09/0	t Date 03/12	End Date 09/09/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00						
E 27 KSNV	09/06/1	2 09/06/12	M-F News 3 at Ele M-F News 3 at El		11pm-1135p	mT	:30	1	\$750.002	0.00 NM	1	\$750.00
NEWS Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/0	3/12	09/09/12	T	1	\$750.00	0.00						
E 28 KSNV	09/10/1:	2 09/10/12	M-F News 3 at Ele M-F News 3 at El		11pm-1135p	m M	:30	1	\$750.002	0.00 NM	1	\$750.00
NEWS Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating			•			
Week: 09/1	0/12	09/16/12	М	1	\$750.00	0.00						
E 29 KSNV NEWS	09/08/1	2 09/09/12	Sa-Su News 3 at I Sa-Su News 3 at		11pm-1135p	mSS	:30	2	\$750.002	0.00 NM	2	\$1,500.00
	<u>t Date</u> 03/12	End Date 09/09/12	Weekdays SS	Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00			·			
E 30 KSNV NEWS	09/08/1	2 09/08/12	News 3 Sunrise - News 3 Sunrise S		6a-7a	S-	:30	1	\$200.002	0.00 NM	1	\$200.00
	<u>t Date</u> 03/12	End Date 09/09/12	Weekdays	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00						
E 31 KSNV	09/08/1	2 09/08/12			5pm-630pm	S	:30	2	\$350.002	0.00 NM	2	\$700.00
NEWS			Sa-Su Early News	S								
<u>Star</u> Week: 09/0	t <u>Date</u> 03/12	End Date 09/09/12	<u>Weekdays</u> S-	Spots/Week 2	<u>Rate</u> \$350.00	<u>Rating</u> 0.00						
E 32 KSNV SUN TO		2 09/09/12	Sunday Today Sunday Today	СМ	7a-8am	S	:30	1	\$625.001	0.00 NM	1	\$625.00
	t Date	End Date 09/09/12	Weekdays	Spots/Week	<u>Rate</u> \$625.00	Rating 0.00						
E 33 KSNV	09/09/1	2 09/09/12	NFL Football NFL Football	СМ	1P-9PM	S	:30	1	\$8,000.002	0.00 NM	1	\$8,000.00
SNFL Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/0		09/09/12	S		\$8,000.00	0.00						
E 34 KSNV SPORTS			Sports Night in La Sports Night in La		Sun 1135p-1	200aS	:30	1	\$200.002	0.00 NM	1	\$200.00
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/0		09/09/12	M-F News 3 at Ele	1	\$200.00	0.00 mF	.00		#750 000	0.00.104		4750.00
N 33 K3NV	09/07/1	2 09/07/12	M-F News 3 at El		11pm-1135p)[[]	:30	1	\$750.002	0.00 NM	. 1	\$750.00
<u>Sta</u> ı Week: 09/0	<u>t Date</u> 03/12	End Date 09/09/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
N36 KSNV		2 09/05/12	M-F News 3 at Ele M-F News 3 at El		11pm-1135p		:30	1	\$750.002	0.00 NM	1	\$750.00
<u>Star</u> Week: 09/0	<u>t Date</u> 03/12	End Date 09/09/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$750.00	Rating 0.00						
N37 KSNV			News 3 Live in Pr News 3 In Prime	ime CM	7-10pm (8:30 PM-9:3	S	:30	1	\$900.002	0.00 NM	1	\$900.00
<u>Sta</u> Week: 09/0	<u>t Date</u> 03/12	End Date 09/09/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
N38 KSNV	09/05/1	2 09/07/12	The Agenda 1230 The Agenda 1230		1230-1p	WTF	:30	3	\$200,002	0.00 NM	3	\$600.00
Sta Week: 09/	<u>t Date</u> 03/12	End Date 09/09/12	Weekdays wTF	Spots/Week 3	<u>Rate</u> \$200.00	Rating 0.00						

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Order / Rev:

104412

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates: 06832077

09/05/12 - 09/11/12

Product Desc:

HELLER FOR SENATE

KSNV

Estimate:

Ln Ch	Start	End	Inventory Cod	e Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 39 KSNV	09/10/12	2 09/10/12	The Agenda 123	30pm CM	1230-1p	M	:30	2	\$200.002	0.00 NM	2	\$400.00
			The Agenda 12	30pm								
	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/1	0/12	09/16/12	M	2	\$200.00	0.00						
N 40 KSNV	09/08/12	2 09/08/12	Weekend Jeopa	ardy/WheGM	630-730pm	S-	:30	1	\$350.002	0.00 NM	1	\$350.00
			WKND Jeop/W	heel								
<u>Star</u>	<u>t Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/0	3/12	09/09/12	S-	. 1	\$350.00	0.00						
N41 KSNV	09/05/12	2 09/07/12	M-F Today Show	w II3rd HCM	9-10a	WTF	:30	1	\$200.002	0.00 NM	1	\$200.00
			M-F Today Sho	w II								
TODAY I	II											
<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/0	3/12	09/09/12	WTF	11_	\$200.00	0.00						
	•									Totals	81	\$43,625.00